

IN THE CLAIMS:

Please amend Claims 2, 4, 6-9, 16, 20, 21, 28, 30, 35, and 37, as indicated below.

The following is a complete listing of claims and replaces all prior versions and listings of claims in the present application:

Claim 1 (cancelled).

Claim 2 (currently amended): A system ~~according to Claim 1~~ for buying and selling spots for advertisements, said system comprising:

_____ a central computer system connected to a global communications network;

_____ an agency unit connected to the global communications network, said agency unit including a plurality of terminals for receiving information from and transmitting information to said computer system via the network, and said agency unit being used by an agency in a process for buying advertisement spots;

_____ a facilitator unit connected to the global communications network, said facilitator unit including a plurality of terminals for receiving information from and transmitting information to said computer system via the network, and said facilitator unit being used by a facilitator in the process for buying advertisement spots and in a process for selling advertisement spots; and

_____ an affiliate unit connected to the global communications network, said affiliate unit including a plurality of terminals for receiving information from and transmitting information to said computer system via the network, and said affiliate unit being used by an affiliate in the process for selling advertisement spots.

wherein said computer system includes: a memory system storing a computer-executable program that includes an agency module, a facilitator module, and an affiliate module, and a processor for executing the program, such that:

the facilitator module enables an authorized facilitator user to input information to the memory system of the computer system regarding an advertisement, to view and/or edit the inputted information, and to perform communications with the agency and the affiliate regarding the advertisement,

the agency module enables an authorized agency user to view and/or obtain information regarding the advertisement from the memory system of the computer system, and to perform communications with the facilitator regarding the advertisement, and

the affiliate module enables an authorized affiliate user to view and/or obtain information regarding the advertisement from the memory system of the computer system, and to perform communications with the facilitator regarding the advertisement, and

wherein the agency module is adapted to enable the authorized agency user to:

submit an availability request to the facilitator regarding spots for the advertisement;

view proposal information for a proposal from the facilitator regarding the availability request;

submit a response to the proposal to the facilitator;

if the proposal is accepted by the agency, view order information for an order to the affiliate regarding the advertisement, the order information including a schedule of spots for the advertisement;

if the order is accepted by the affiliate, view contract information for a contract automatically generated from the accepted order;

view invoice information for an invoice corresponding to the order;

download a version of the proposal information, the order information, the contract information, and/or the invoice information formatted for analysis using agency software; and

view and/or print a printable version of the proposal, the order, the contract, and/or the invoice information.

Claim 3 (original): A system according to Claim 2, wherein each of the proposal information, the order information, the contract information, and the invoice information includes status information for tracking a status of the proposal, the order, the contract, and the invoice, respectively.

Claim 4 (currently amended): A system according to Claim ~~[[1]]~~ 2, wherein the affiliate module is adapted to enable the authorized affiliate user to:

submit availability information to the facilitator regarding available spots for advertisements;

view order information for an order from the facilitator regarding the advertisement, the order information including a schedule of spots for the advertisement;

submit a response to the order to the facilitator;

if the order is accepted by the affiliate, view contract information for a contract automatically generated from the accepted order;

submit information regarding an affidavit of performance of the contract to the facilitator;
download a version of the order and/or the contract formatted for analysis using affiliate software; and
view and/or print a printable version of the order and/or the contract.

Claim 5 (original): A system according to Claim 4, wherein each of the order information and the contract information includes status information for tracking a status of the order and the contract, respectively.

Claim 6 (currently amended): A system according to Claim ~~[[1]]~~ 2, wherein the facilitator module is adapted to enable the authorized facilitator user to:

receive an availability request from the agency regarding the advertisement;
exchange availability information with the affiliate regarding available of spots for advertisements;
prepare a proposal for an advertisement schedule;
submit the proposal to the agency;
receive a response to the proposal from the agency;
revise the proposal;
if the proposal is accepted by the agency, generate an order from the accepted proposal;
submit the order to the affiliate;
receive a response to the order from the affiliate to the facilitator;
if the order is accepted by the affiliate, automatically generate a contract from the accepted order;

revise the order and submit the revised order to the affiliate;

if the revised order is accepted by the affiliate, automatically generate a contract from the accepted revised order;

store and update invoice information for an invoice corresponding to the order; and

receive information regarding an affidavit of performance of the contract from the affiliate.

Claim 7 (currently amended): A system according to Claim [[1]] 2, wherein multiple authorized agency users from multiple agencies may access the agency module.

Claim 8 (currently amended): A system according to Claim [[1]] 2, wherein multiple authorized affiliate users from multiple affiliates may access the affiliate module.

Claim 9 (currently amended): A system according to Claim [[1]] 2, wherein the network is comprised of an Internet network.

Claims 10 - 15 (cancelled).

Claim 16 (currently amended): A method for buying spots for advertisements utilizing a central computer system with a memory system storing a computer-executable program that includes an agency module, a facilitator module, and an affiliate module, and a processor for executing the program, and utilizing a global communications network interconnecting the computer system, an agency, a facilitator, and an affiliate, said method comprising the steps of:

the agency submitting, via the agency module and the network, an availability request to the facilitator regarding spots for the advertisement;

the agency viewing, via the agency module and the network, proposal information for a proposal from the facilitator regarding the availability request;

the agency submitting, via the agency module and the network, a response to the proposal to the facilitator;

if the proposal is accepted by the agency, the agency viewing, via the agency module and the network, order information for an order to the affiliate regarding the advertisement, the order information including a schedule of spots for the advertisement;

if the order is accepted by the affiliate, the agency viewing, via the agency module and the network, contract information for a contract automatically generated from the accepted order;

the agency viewing, via the agency module and the network, invoice information for an invoice corresponding to the order;

the agency selecting, via the agency module, a format for downloading the proposal information, the order information, the contract information, and/or the invoice information, such that information downloaded in the selected format is compatible with and may be is further analyzed using agency software; and

the agency viewing and/or printing, via the agency module and the network, a printable version of the proposal, the order, the contract, and/or the invoice information.

Claim 17 (original): A method according to Claim 16, wherein each of the proposal information, the order information, the contract information, and the invoice information includes status

information for tracking a status of the proposal, the order, the contract, and the invoice, respectively.

Claims 18 and 19 (cancelled).

Claim 20 (currently amended): A method according to ~~any one of Claims~~ Claim 16 and 18,

wherein the facilitator module is adapted to enable the authorized facilitator user to:

- receive an availability request from the agency regarding the advertisement;
- exchange availability information with the affiliate regarding available of spots for advertisements;
- prepare a proposal for an advertisement schedule;
- submit the proposal to the agency;
- receive a response to the proposal from the agency;
- revise the proposal;
- if the proposal is accepted by the agency, generate an order from the accepted proposal;
- submit the order to the affiliate;
- receive a response to the order from the affiliate to the facilitator;
- if the order is accepted by the affiliate, automatically generate a contract from the accepted order;
- revise the order and submit the revised order to the affiliate;
- if the revised order is accepted by the affiliate, automatically generate a contract from the accepted revised order;
- store and update invoice information for an invoice corresponding to the order; and

receive information regarding an affidavit of performance of the contract from the affiliate.

Claim 21 (currently amended): A method according to ~~any one of Claims~~ Claim 16 ~~and 18~~, wherein the network is comprised of an Internet network.

Claims 22 - 27 (cancelled).

Claim 28 (currently amended): A programmable computer for implementing a method of buying spots for an advertisement, said programmable computer comprising a memory system storing a computer-executable program that includes an agency module, a facilitator module, and an affiliate module, and a processor for executing the program,

wherein said programmable computer is connected to an agency, a facilitator, and an affiliate via a global communications network, and

wherein the method comprising the steps of:

the agency submitting, via the agency module and the network, an availability request to the facilitator regarding spots for the advertisement;

the agency viewing, via the agency module and the network, proposal information for a proposal from the facilitator regarding the availability request;

the agency submitting, via the agency module and the network, a response to the proposal to the facilitator;

if the proposal is accepted by the agency, the agency viewing, via the agency module and the network, order information for an order to the affiliate regarding the advertisement, the order information including a schedule of spots for the advertisement;

if the order is accepted by the affiliate, the agency viewing, via the agency module and the network, contract information for a contract automatically generated from the accepted order;

the agency viewing, via the agency module and the network, invoice information for an invoice corresponding to the order;

the agency selecting, via the agency module, a format for downloading the proposal information, the order information, the contract information, and/or the invoice information, such that information downloaded in the selected format is compatible with and may be is further analyzed using agency software; and

the agency viewing and/or printing, via the agency module and the network, a printable version of the proposal, the order, the contract, and/or the invoice information.

Claim 29 (cancelled).

Claim 30 (currently amended): A programmable computer according to ~~any one of Claims Claim 28 and 29~~, wherein the facilitator module is adapted to the facilitator to:

receive an availability request from the agency regarding the advertisement;
exchange availability information with the affiliate regarding available of spots for advertisements;
prepare a proposal for an advertisement schedule;

submit the proposal to the agency;
receive a response to the proposal from the agency;
revise the proposal;
if the proposal is accepted by the agency, generate an order from the accepted proposal;
submit the order to the affiliate;
receive a response to the order from the affiliate to the facilitator;
if the order is accepted by the affiliate, automatically generate a contract from the
accepted order;
revise the order and submit the revised order to the affiliate;
if the revised order is accepted by the affiliate, automatically generate a contract from the
accepted revised order;
store and update invoice information for an invoice corresponding to the order; and
receive information regarding an affidavit of performance of the contract from the
affiliate.

Claims 31 - 34 (cancelled).

Claim 35 (currently amended): A computer-readable storage medium embodying a computer-executable program for implementing a method of buying spots for an advertisement using a programmable computer, said computer-readable storage medium comprising:

an agency module;
a facilitator module; and
an affiliate module,

wherein the programmable computer is connected to an agency, a facilitator, and an affiliate via a global communications network, and

wherein the method includes steps of:

the agency submitting, via the agency module and the network, an availability request to the facilitator regarding spots for the advertisement;

the agency viewing, via the agency module and the network, proposal information for a proposal from the facilitator regarding the availability request;

the agency submitting, via the agency module and the network, a response to the proposal to the facilitator;

if the proposal is accepted by the agency, the agency viewing, via the agency module and the network, order information for an order to the affiliate regarding the advertisement, the order information including a schedule of spots for the advertisement;

if the order is accepted by the affiliate, the agency viewing, via the agency module and the network, contract information for a contract automatically generated from the accepted order;

the agency viewing, via the agency module and the network, invoice information for an invoice corresponding to the order;

the agency selecting, via the agency module, a format for downloading the proposal information, the order information, the contract information, and/or the invoice information, such that information downloaded in the selected format is compatible with and may be is further analyzed using agency software; and

the agency viewing and/or printing, via the agency module and the network, a printable version of the proposal, the order, the contract, and/or the invoice information.

Claim 36 (cancelled).

Claim 37 (currently amended): A computer-readable storage medium according to ~~any one of~~
~~Claims Claim 35 and 36~~, wherein the facilitator module is adapted to enable an authorized
facilitator user to:

- receive an availability request from the agency regarding the advertisement;
- exchange availability information with the affiliate regarding available of spots for
advertisements;
- prepare a proposal for an advertisement schedule;
- submit the proposal to the agency;
- receive a response to the proposal from the agency;
- revise the proposal;
- if the proposal is accepted by the agency, generate an order from the accepted proposal;
- submit the order to the affiliate;
- receive a response to the order from the affiliate to the facilitator;
- if the order is accepted by the affiliate, automatically generate a contract from the
accepted order;
- revise the order and submit the revised order to the affiliate;
- if the revised order is accepted by the affiliate, automatically generate a contract from the
accepted revised order;
- store and update invoice information for an invoice corresponding to the order; and

receive information regarding an affidavit of performance of the contract from the affiliate.

Claims 38 - 41 (cancelled).